

#### ABSTRACT OF THE DISCLOSURE

A preference information managing apparatus which outputs preference information reflecting a user's preference by (i) storing characteristics information which represents  
5 characteristics of a content relating to the user's usage and (ii) calculating a score of each piece of characteristics information, comprising: an obtaining unit operable to obtain characteristics information corresponding to a packaged content used by the user; a storing unit operable to store characteristics  
10 information obtained by the obtaining unit; and a calculating unit operable to (i) calculate a score of each piece of characteristics information stored in the storing unit, and (ii) output a piece of characteristics information whose score is high, as preference information.